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The Affects Of Animal Cruelty Advertisements On A Person’s Perception

The affects of advertisements on a person’s perception were tested. These advertisements included those involving the humane treatment of animals. This topic was of interest because I have a strong passion for animals. I am very much aware of the treatment of animals in captivity. In this experiment I not only tested peoples knowledge about the treatment of animals in captivity, but how advertisements can bring light to these ideas. Primary research was conducted involving advertisements about the circus, SeaWorld, and the Denmark zoo. Secondary sources were utilized as well.

As stated before, I found this topic interesting because I consider myself an animal lover. I often find that people are unaware of the inhumane treatment of animals in captivity. By shining light upon the brutal circumstances some animals face, we can help to create a better environment for these living beings.

Not only am I aiming to make a change in the treatment of animals in captivity, but I am also bringing another perspective to people who are involved in this project. This idea is that advertisements persuade us maybe more than we know. Several examples of animals used in ads will be further discussed. However, it is important to realize how advertisements affect us, whether they are good or bad.

BACKGROUND AND SECONDAY RESEARCH

Animals are used in a variety of advertisements.

*(THIS PORTION WILL BE EXPANDED)*

PRIMARY RESEARCH METHODS

In this research project I tested how different advertisements affect a person’s perception regarding the humane treatment of animals. I hoped to discover not only how, but also why certain ads alter a person’s perspective. I surveyed 20 people to get a wide range of opinions.

The survey began by testing background knowledge. This was important to determine if the person’s perception was altered after watching a given video. This survey involved companies such as SeaWorld, The Circus, and The Copenhagen Zoo. The survey began by asking if the subject was an animal lover or not. After this question, I tested how much experience the subject had with SeaWorld, The Circus, and The Zoo in general. I asked if they liked/disliked these facilities and further tested their critical thinking by asking them to explain what they liked/disliked about these facilities. I then asked if the subject had ever questioned the humane treatment of animals in any of these facilities. All of these questions were used to test the person’s perception before the experiment began.

After the background knowledge was collected, the subject was asked to view an advertisement. The first advertisement was enforcing positive experiences at the Circus. The second video was advertising what happens behind the scenes at the circus. This video involved cruel scenes of unusual punishment several animals in the circus face on a day-to-day basis. After each video the subject was asked how likely they were to attend the circus. The answers could vary from “very likely, somewhat likely, and not likely.” Again, to test critical thinking, the subject was asked, “Why?” The subjects were also asked to mention if their views on the circus had altered.

The second experiment was almost identical to the first. This experiment involved advertisements of SeaWorld. The first video was an advertisement that attempted to get viewers to attend SeaWorld. After watching this video the subject was asked how likely they were to attend SeaWorld. The subject was then asked to watch a trailer for the movie, “Blackfish.” This movie reveals the inhumane treatment such as the trapping of orcas and their brutal living conditions. The subject was asked to report how likely they were to attend SeaWorld after watching this advertisement. Again, the subject was asked to explain their views and if their views had altered between advertisements.

The third experiment was similar to the first two although it involved a peculiar event that is not a normal occurrence at a US zoo. For this experiment, the subject was asked to read an advertisement about the Copenhagen Zoo. This advertisement discussed, “Why a Denmark Zoo publicly dissected a Lion” (Lewis). This advertisement attempts to persuade the audience that this was a positive normal event. However, the subject was then asked to watch a video that advertises the opposite take on the situation. John Oliver, host of “Last week Tonight” insulted the Denmark Zoo discussing how crude this event was. After each advertisement the subject was asked to determine how likely they were to attend an event such as an exotic animal dissection at a zoo. They were then asked to discuss “Why or Why not.”

The final question of the survey was, “After completing this survey, have your views about the humane treatment of animals changed?” I could have answered this question by analyzing the results and background information of each subject. However, this question was specifically placed in this survey to make the subject think about if their views had altered and how they had altered. It was important to leave the subject thinking.

PRIMARY RESEARCH RESULTS

As stated before, 20 people were asked to complete a survey involving a test to determine how advertisements persuaded humans to believe in the humane or inhumane treatment of animals. All individuals considered themselves an “animal lover.” The subjects were asked to discuss if they had ever questioned the humane treatment of animals in the circus, SeaWorld, and Zoo’s. 68% of individuals surveyed answered that they had never thought twice about the treatment of animals in captivity.

Figures 1-3 represent the likeliness of Individuals to attend the circus, SeaWorld, and an animal dissection at a zoo. Sample 1 represents the likeliness of individuals to attend the circus, SeaWorld, or an animal dissection at a zoo after viewing a positive advertisement. Sample 2 represents the likeliness of individuals to attend the circus, SeaWorld, or animal dissection at a zoo after viewing a negative advertisement.

Figure 1 displays that the likeliness of individuals to attend the circus completely inversed between viewing a positive and negative advertisement.

*(THIS PORTION WILL BE EXPANDED)*

DISCUSSION

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WORKS CITED:

*(THIS PORTION WILL BE EXPANDED ONCE I FINISH THE SECONDARY RESEARCH PORTION)*